

City of Santa Rosa  
Art in Public Places Committee Meeting  
April 4, 2011- Minutes

1. Call to order  
Evans called the meeting to order at 3:32pm at the Steele Lane Community Center in Santa Rosa, CA.
  
2. Roll Call  
Present: Anderson, Charnofsky, Duggan, Evans, Flock, Kaufman, Kennedy, Rabinowitsh, Vas Dupre (Richardson arrived at the end of the meeting)  
Absent: Bartley, Curiel-Larios, Lott
  
3. Public Comments:  
Chris Williams- member of public.  
Williams began with a thank you to APPC for bringing art to the community. He explained that his daughter is enrolled in Artquest, and recently entered a painting in an art exhibit at the Finley Community Center (the National Arts Program). Her entry was deemed too violent to display and was disqualified from the exhibit. He described that the painting was censored specifically due to the color red used, which the staff interpreted as violent. There were other paintings that were submitted that he felt were too violent or disturbing to be exhibited, i.e. vampires, a depiction of whaling, etc. Williams expressed his confusion as to the reason behind the censorship of his daughter's painting. He feels that the rules are not being implemented in a subjective manner, and that anything can be found offensive to someone. He then described examples from the Supreme Court. He feels that this is a clear violation of the first amendment.  
  
Evans stated that this issue is outside the committee's purview, and that the National Arts Program has established rules that participants agree to upon entering. He was not clear as to how the committee could be involved with this issue. Williams argued that APPC members are representatives of the city, and have a better chance to change the policies. Anderson expressed that she appreciates why Williams is here, but is concerned about how APPC is supposed to validate their opinions on how everyone views art. Williams expressed a desire to see policies changed and wants recognition of the artist. He feels that his first amendment rights are at stake. Vas Dupre encouraged Williams to contact her and City Council directly.  
  
Joseph Antaree, friend of Williams expressed support of our constitutional rights, and thanked APPC for the artwork around town.
  
4. Approval of the minutes: March, 2011  
Kennedy requested that her disappointment at the addition of six parking spaces, and no bike parking be recorded in regard to the museum's sculpture

garden. Duggan noted a typo in the word “homeless”. Minutes approved as corrected.

5. Comments and Announcements by Chair and Committee Members: Kennedy commented that Maple Avenue got tagged, but the graffiti coat really works when used with the spray-on remover. Matheny-Schuster shared that she is having an art show at city hall and invited everyone to the opening on April 29, 5-7pm.

6. Scheduled Items Presented for Possible Decisions at this Meeting

- 6.1 Orientation for New Members- Matheny-Schuster presented a PowerPoint of the Arts Program components, and reviewed: the history of the committee, funding sources, public art policy, policy revision, 1% for art ordinance, ongoing efforts and the website. Matheny-Schuster gave a description of the process developers go through to fulfill the 1% for art requirement. Several committee members raised concerns that the information about the requirement may not be getting to the developers at an early stage in the process.

Evans suggested that Matheny-Schuster get a copy of the initial development application and referral list so she can make contact early on. It may also be possible to add the requirement on the fee schedule. Vas Dupre was concerned that project placing art on-site should present to other boards and commissions for input. It was noted by several that this extra step would slow down the process and negatively impact the processing of permits.

- 6.2 Budget Update- Matheny-Schuster presented two budget outlines for the Public Art Fund. 10/11 indicates the current fiscal year budget and lists current expenditures and revenue. 11/12 lists the budget for the next fiscal year, starting July 1, including anticipated expenditures, revenue and reserves. Over the last four years, Art Fund reserves have grown to \$209,000.

Matheny-Schuster discussed expenditures related to the Civic Artwalk, and the pending grant for a new rotation. Rabinowitsh would like to see more marketing regarding the artworks offered for sale. A question came up as to whether the city can “sell” art. Matheny-Schuster responded that we can not operate as a business by selling art, and can only direct interested parties to the artists. However, we can accept donations. Evans mentioned the development of a “friends of” the art program may help with this dilemma.

- 6.3 Current Projects & FY Goals- Matheny-Schuster recapped the goals set at the committee retreat last July, and listed current projects for this fiscal year. Current projects include working on a partnership

agreement with Artstart, assisting the Transit Department with the coordination of the artwork at the transit mall, and assisting the Police Department with artwork agreements for two Graffiti Abatement murals. Evans suggested that we review the FY goals on a quarterly basis to provide focus to the committee.

- 6.4 Aston Avenue Mural Project- Matheny-Schuster has been working with Georgia Pedgrift in the Police Department on two murals for Aston Avenue. Pedgrift issued a Call for Artists in February, formed a selection panel and ultimately selected two artists for the project. Artstart was selected for one fence, and Dana Vallarino, alumni of Artstart was selected for the other fence. The project is funded by Redevelopment, through Pedgrift's graffiti abatement program. It was recommended that the graffiti sealant product used on the Maple Avenue Mural be used. A motion was made by Rabinowitsh and seconded by Vas Dupre to approve the artwork design. All in favor, motion passed.
7. Adjournment- Vas Dupre recommended that annual or bi-annual presentations to City Council be made to provide updates on the Arts Program and the work of this committee. The meeting was adjourned at 5:03pm.